

DESTINATION THAILAND NEWS



DESTINATION THAILAND
NEWS

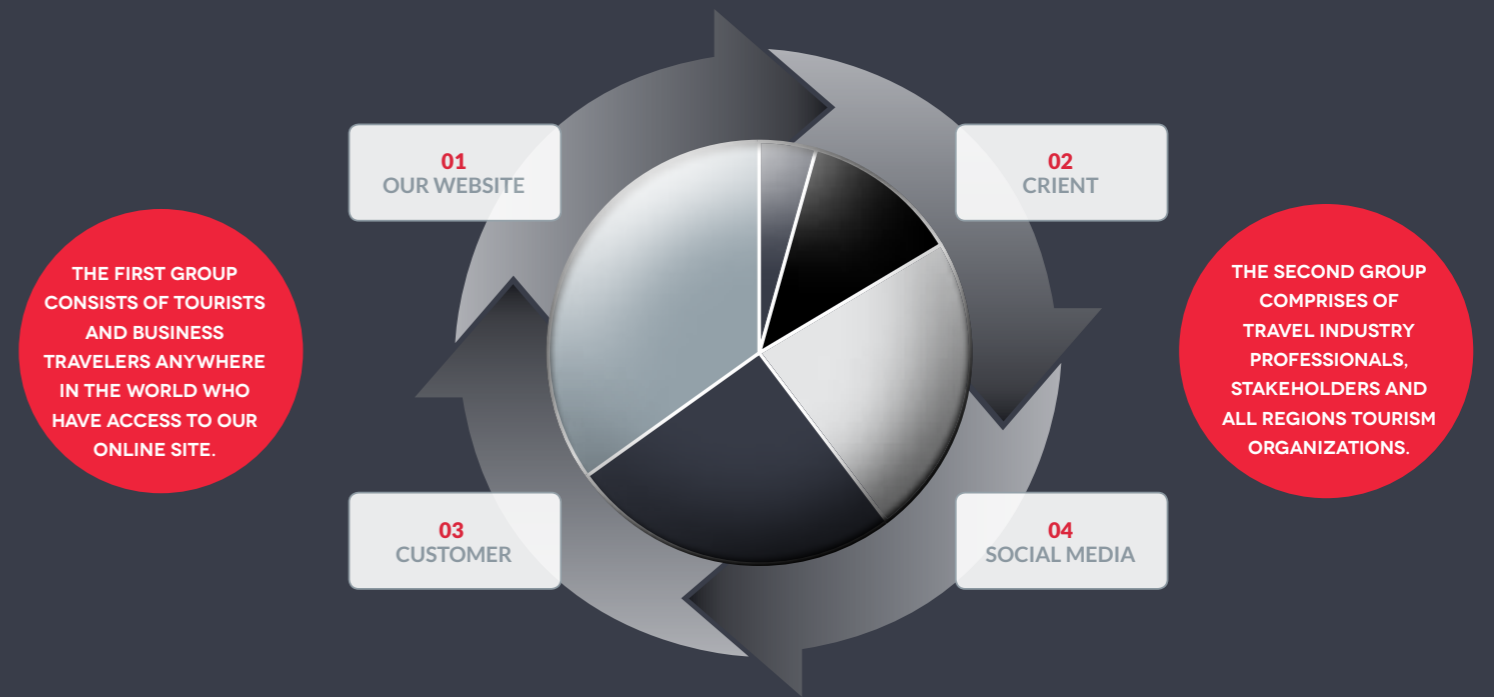




REACHING THE EXPECTATIONS

- > To promote tourism, arts, culture and lifestyle helping to improve the economy in all regions of Thailand.
- > To create better awareness and advocacy for the preservation of the unique arts, lifestyle cultures and environment of the region.
- > To offer a new showcase for our partners, advertisers, including financial institutions, airlines, hotels, restaurants, spas, golf courses, tour operators, shopping centers and others to present and promote their products and services.

THE TARGET AUDIENCE OF DESTINATION THAILAND NEWS IS SPLIT INTO TWO GROUPS:



THE FIRST GROUP CONSISTS OF TOURISTS AND BUSINESS TRAVELERS ANYWHERE IN THE WORLD WHO HAVE ACCESS TO OUR ONLINE SITE.

THE SECOND GROUP COMPRISES OF TRAVEL INDUSTRY PROFESSIONALS, STAKEHOLDERS AND ALL REGIONS TOURISM ORGANIZATIONS.

DISTRIBUTION:

Destination Thailand News commands a very wide audience, it is distributed globally on a subscription basis. We will email to our database of subscribers on a twice weekly basis and currently our 68,000 subscribers.

IT'S NOT HARD TO ADVERTISE WITH



RATE CARD

AD TYPE		RATE PER YEAR
THAILAND'S RECOMMENDED HOTELS		THB 95,000
AD TYPE	SIZE (PIXELS)	RATE PER MONTH
PLATINUM PARTNERSHIP TILE	300 X 60	THB 19,500
ELITE PARTNERSHIP LOGO TILE	300 X 30	THB 13,500
PREMIER PARTNERSHIP LOGO TILE	125 X 60	THB 9,500
AD TYPE HOME PAGE BANNERS	SIZE (PIXELS)	RATE PER WEEK
LEADER BANNER	728 X 90	THB 13,500
HOME PAGE BANNERS POS 1	468 X 220	THB 9,500
HOME PAGE BANNERS POS 2	468 X 220	THB 8,000
HOME PAGE BANNERS POS 3	468 X 220	THB 7,500
HOME PAGE BANNERS POS 4	468 X 220	THB 6,500
HOME PAGE BANNERS POS 5	468 X 220	THB 6,000
FOOTER LEADER BANNER	728 X 90	THB 11,000
SIDEBAR BANNERS TOWER BANNERS	SIZE (PIXELS)	RATE PER WEEK
LARGE VERTICAL TOWER (POS 1)	300 X 600	THB 15,000
LARGE VERTICAL TOWER (POS 2)	300 X 600	THB 12,000
WEEKLY RESTAURANT FEATURE	160 X 300	THB 8,000
WEEKLY HOTEL FEATURE	160 X 300	THB 8,000
SIDE BAR BANNERS 1	300 X 300	THB 6,500
SIDE BAR BANNERS 2	300 X 300	THB 5,000
CATEGORY BANNERS	SIZE (PIXELS)	RATE PER ARTICLE
CATEGORY PAGE BANNERS	468 X 220	THB 4,000
ARTICLE ADS	SIZE (PIXELS)	RATE PER ARTICLE
ARTICLE AS - TOP	468 X 60	THB 2,500
ARTICLE AD - RIGHT	250 X 250	THB 750
ARTICLE AD - LEFT	250 X 250	THB 750
ARTICLE AD - CENTRE	250 X 250	THB 750
ARTICLE AD - BOTTOM	468 X 60	THB 1,500
AD TYPE NEWS ALERT BANNERS	SIZE (PIXELS)	RATE PER WEEK
NEWS ALERT LEADER BANNER	300 X 60	THB 17,000
NEWS ALERT BANNER A	468 X 220	THB 15,000
NEWS ALERT BANNER B	468 X 220	THB 12,000
NEWS ALERT BANNER C	468 X 220	THB 11,000

Rates current as of January 2019 and are shown exclusive of GST and are subject to change.

DESTINATION THAILAND NEWS STATS BY REGION

ASIA / CHINA	DEC-16	DEC-17	DEC-18
Bhutan	93	2	3
Cambodia	952	2,119	1,997
China	4,887	11,866	21,056
Indonesia	2,532	16,396	13,776
Japan	1,760	9,061	10,078
Laos	41	723	839
Malaysia	3,599	18,896	21,098
Myanmar	207	2,632	2,498
Philippines	1,489	6,267	5,981
Singapore	2,877	5,876	6,111
South Korea	839	4,830	4,911
Taiwan	1,692	3,163	1,899
Thailand	95,785	280,577	288,685
Vietnam	1,594	6,731	5,449
Total	118,347	369,139	384,381

EUROPE	DEC-16	DEC-17	DEC-18
Austria	530	1,373	1,796
Belgium	222	1,538	1,603
Bulgaria	207	2,153	1,528
Czech Republic	810	2,423	4,121
Denmark	1,168	1,494	1,565
Finland	536	1,176	1,298
France	28,734	110,835	112,497
Germany	17,566	69,995	81,844
Greece	102	839	941
Hungary	195	940	676
Ireland	16,010	28,812	29,511
Italy	1,386	4,386	3,995
Netherlands	2,770	7,085	6,978
Norway	4,033	439,107	429,915
Poland	600	2,657	2,654
Portugal	5,339	10,476	11,657
Romania	275	1,153	1,054
Russia	2,923	7,632	8,543
Spain	2,085	4,141	4,567
Sweden	1,132	5,657	4,997
Switzerland	1,561	5,906	6,043
Turkey	472	1,354	1,055
Ukraine	4,280	22,399	12,129
United Kingdom	9,037	19,575	23,976
Total	101,973	753,106	754,943

OCEANIA	DEC-16	DEC-17	DEC-18
Australia	16,701	53,892	75,533
New Zealand	797	3,528	6,003
Total	17,498	57,420	81,536

AMERICAS	DEC-16	DEC-17	DEC-18
Argentina	207	773	787
Brazil	1,711	1,785	1,687
Canada	2,025	9,287	12,004
Columbia	101	246	251
Mexico	298	849	998
USA	117,880	459,747	470,048
Total	122,222	472,687	485,775

AFRICA	DEC-16	DEC-17	DEC-18
South Africa	543	2,573	2,391
Morocco	192	99	109
Total	735	2,672	2,500

MIDDLE EAST	DEC-16	DEC-17	DEC-18
Qatar	0	443	499
Oman	263	400	477
Israel	627	898	799
Saudia Arabia	292	795	401
UAE	887	2,688	801
Iran	91	399	2,769
Total	2160	5,623	5,746

SOUTH ASIA	DEC-16	DEC-17	DEC-18
Bangladesh	112	484	469
India	3,785	13,975	14,579
Nepal	184	271	298
Pakistan	209	788	901
Sri Lanka	21	737	629
Total	2160	16,255	16,876

Other Countries	1,101,827	60,700	63,239
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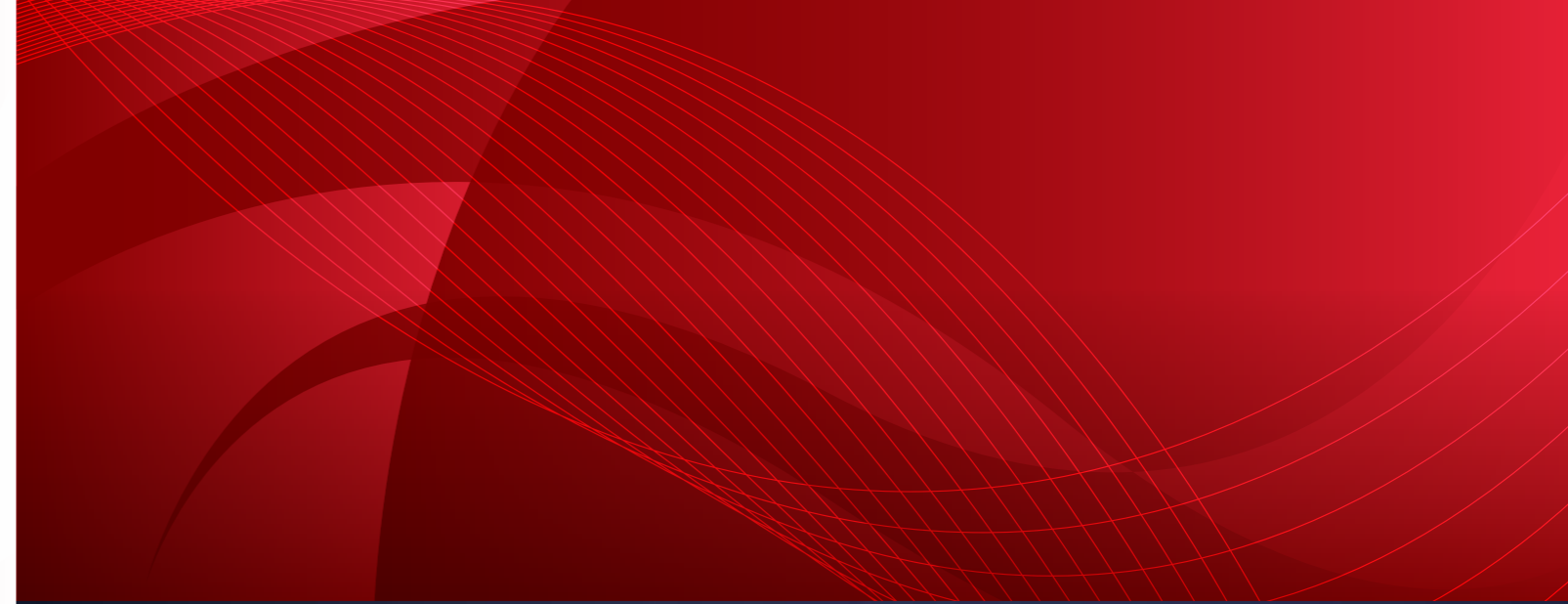
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